

## ORDER



**Orders**  
**Order / Rev:** 186767  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 2002  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** PREEMPTIBLE  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	30	\$26,750.00	\$22,737.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$26,750.00	\$22,737.50	0.00
<b>Totals</b>	<b>30</b>	<b>\$26,750.00</b>	<b>\$22,737.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/09/12	10/15/12	6-7A News M-F/KMGH	CA	6A-7A	MTWTF--	:30	4	\$400.00	PREE	0.00	NM	4	\$1,600.00
6-7A News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	4		\$400.00		0.00						
N 2	KMGH	10/09/12	10/15/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWTF--	:30	4	\$400.00	PREE	0.00	NM	4	\$1,600.00
GMA M-F 7-9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	4		\$400.00		0.00						
N 3	KMGH	10/13/12	10/13/12	ABC GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
GMA SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	-----S-	1		\$175.00		0.00						
N 4	KMGH	10/13/12	10/13/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	2	\$450.00	P2	0.00	NM	2	\$900.00
7-9a Sat Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	-----S-	2		\$450.00		0.00						
N 5	KMGH	10/14/12	10/14/12	9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$250.00	PREE	0.00	NM	1	\$250.00
9A-10A SUN MORN NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	-----S	1		\$250.00		0.00						
N 6	KMGH	10/09/12	10/15/12	The CHEW	CA	1157A-1P	MTWTF--	:30	3	\$400.00	P2	0.00	NM	3	\$1,200.00
The CHEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	3		\$400.00		0.00						

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Advertiser: President/Obama (D)  
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 Estimate: 2002

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/09/12	10/15/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm MTWTF--	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		1		\$200.00		0.00				
N 8	KMGH	10/09/12	10/15/12	M-F 230-3pm M-F 230-3pm	CA	230-3p MTWTF--	:30	2	\$200.00	PREE	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		2		\$200.00		0.00				
N 9	KMGH	10/09/12	10/15/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P MTWTF--	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$400.00		0.00				
N 10	KMGH	10/15/12	10/15/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	:30	1	\$4,000.00	PREE	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	M-----		1		\$4,000.00		0.00				
N 11	KMGH	10/09/12	10/09/12	ABC Tue A ABC Tue A	CA	7P-9P -T----- (7:00 PM-8:00 PM)	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-T-----		1		\$5,000.00		0.00				
N 12	KMGH	10/11/12	10/11/12	ABC Thurs C ABC Thurs C	CA	9P-10P ---T---	:30	1	\$3,750.00	P3	0.00	NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	---T---		1		\$3,750.00		0.00				
N 13	KMGH	10/12/12	10/12/12	ABC Fri A ABC Fri A	CA	7P-8P ----F--	:30	1	\$2,425.00	P1	0.00	NM	1	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	----F--		1		\$2,425.00		0.00				
N 14	KMGH	10/12/12	10/12/12	ABC Fri B ABC Fri B	CA	8P-9P ----F--	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	----F--		1		\$2,000.00		0.00				
N 15	KMGH	10/09/12	10/15/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF-S	:30	1	\$1,000.00	PREE	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF-S		1		\$1,000.00		0.00				
N 16	KMGH	10/09/12	10/15/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A MTWTF--	:30	3	\$350.00	P2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$350.00		0.00				
												Totals	30	\$26,750.00